



SAFE

passage

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National Volunteer Fire Council

The NVFC is a non-profit membership association representing the interests of volunteer fire, EMS and rescue services. Organized in 1976, the NVFC serves as the information source for the fire emergency services. The Council is the volunteer fire service's representative on Capitol Hill, in policy making arenas, and also on numerous national and international committees and organizations.

To learn more, visit our website at www.nvfc.org or call us toll free at 1.888.ASK.NVFC (275.6832).



National Volunteer Fire Council
1050 17th Street NW, Suite 1212
Washington, DC 20036
1-888-ASK-NVFC (275-6832)

www.nvfc.org

How To Use The Safe Passage Kit





Ads, Press Releases and Radio Announcements

All ads and news releases contained in the "Safe Passage" kit are designed so that your local printer can easily enlarge or reduce them to fit their needs. The ads can also be reproduced as posters.



How to use Ads, Press Releases and Radio Announcements

The special-purpose ads and press releases you'll find here, clearly labeled, are designed to be run in your community newspaper or other local publications. The radio announcements are designed to be played on local radio stations.

It usually costs money to run advertising. However, most newspapers and magazines have a policy of running some "public service" ads on a no-cost basis. The enclosed ads would qualify as public service ads, since they come from a worthy cause and a non-profit organization.



What to do

Since public service ads are run on a voluntary basis, it helps if you have a friend at the publication or radio station. First ask your members if any of them know someone at your local newspaper or other publication. If so, ask the contact to arrange running your ads.

The advertising materials enclosed are "reproduction" quality materials—that is, the publication can use them directly for producing your ads. At the bottom, you will note that the signature refers to "your local fire department." If you wish, the publication can substitute an actual name, such as Smithville Volunteer Fire Department. Just specify the exact name you want and the publication will generally set the type for you free of charge.



Who to contact

Most often the editor or managing editor has responsibility for public service ads. Just identify yourself and explain that you'd like to arrange for running some public service ads.

In addition to your local newspaper, don't overlook special purpose publications which might welcome the chance to run your ads. Some examples: civic organization publications, trade show programs, homeowners associations, high school newsletters and others.



Other Resources

Following are other resources which you might find helpful. The list is not meant to be comprehensive, but it offers a cross-section of sources to help you get started.

Fire Department Pumping Apparatus, International Fire Service Training Association, Fire Protection Publications, Oklahoma State University, Stillwater, OK 74078-0118, 800/654-4055. \$35.00 per copy.

VFIS Emergency Vehicle Driver Training Program, VFIS, Inc., Attention: Client Education and Training Services, P.O. Box 2726, York, PA 17405, 800/233-1957. Free to VFIS Insured, for non-insured, call for quote or visit our website at www.vfis.com.

Driving Principles for Emergency Apparatus, ISFSI Full Line Catalog, 800/435-0005, \$99.00.

Fire Engineering Books and Videos, 800/782-9768, <http://www.fireprograms.okstate.edu>.

IFSTA 800/654-4055, www.fireprograms.okstate.edu.

U.S. Fire Administration 301/447-1189, <http://www.usfa.fema.gov>.

Membership Application



YES! I want to join the National Volunteer Fire Council. My enclosed check entitles me to one year of membership with the NVFC.

- ☐ \$30 for Personal Membership (for individuals only)
- ☐ \$50 for Department Membership (for departments only)
- ☐ Other, please accept this as a tax deductible contribution to the NVFC

Name _____

Organization _____

Address _____

City _____

State _____

Zipcode _____

Phone _____

Fax _____

E-mail _____

Please return application and check to NVFC

**1050 17th Street NW
Suite 1212
Washington, DC 20036**

**202/887-5700
Fax: 202/887-5291
1-888-ASK-NVFC (275-6832)**



Photo courtesy of PGFD

Be Alert!

The sooner firefighters can reach the scene of an emergency, the better. The lives of your neighbors, your friends—even your family—could hang in the balance. We lose critical time if you don't make way.

Help emergency vehicles get to the scene quickly and safely.

- **Be alert.** When you hear a siren or see emergency warning lights, signal and quickly pull to the right and stop.
- **Drive defensively.** Be prepared to stop at any intersection even if you don't have to.
- **Yield the right-of-way.** Stay put until you're sure all emergency vehicles have passed by safely.

Remember, we'll do our part if you do yours. Help us get there quickly and safely.

For more information regarding the "Safe Passage" campaign.
Contact the National Volunteer Fire Council, (NVFC) at 1-888-ASK-NVFC (275-6832),
www.nvfc.org



Getting There is Half the Battle

The fire service preserves the safety of the citizens of our nation as well as of the firefighters and emergency medical personnel who are crucial to getting the job done. Maintaining the highest standards of safety in the operation of fire apparatus and other emergency vehicles is part of that commitment.

Join the National Volunteer Fire Council's "Safe Passage" campaign.
Renew your department's, and your communities commitment
to an exemplary safety record.

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